

U.S. Forest Service FY 2012 Q2

Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Review Status Symbols Legend

First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track


Third Column:






Strategy Future Concern: L Low Concern M Medium Concern H High Concern

Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete

✓ Completed ⏸ On Hold ✗ Cancelled


Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.1.20: MTRI/USFS build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Margaret Gorski	?	?	?
1.2.1.20.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	<i>Tactic</i>	Margaret Gorski	?	?	
1.2.1.20.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	<i>Tactic</i>	Margaret Gorski	?	?	
1.2.4.3: MTRI/USFS address ongoing and emerging tourism and recreation policy	○	Margaret Gorski	?	?	?

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issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.					
1.2.4.3.1: Prioritize issues and identify potential inter-agency policy actions annually.	<i>Tactic</i>	Margaret Gorski	?	?	
1.2.4.3.2: Address priority issues and report annually to tourism and recreation industry partners.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.1.20: MTRI/USFS educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Margaret Gorski	?	?	?
1.3.1.20.1: Develop a single responsible use message for all partners by December 2008.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.1.20.2: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.1.20.3: Coordinate efforts between tourism marketers and state/federal agencies to contact travelers via the media, web, VICs, rest areas, agency offices, businesses, etc.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.1.20.4: Outline penalties for illegal activities, where appropriate, and provide numbers to report violations.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.1.20.5: Include GPS coordinates	<i>Tactic</i>	Margaret Gorski	?	?	

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on trail maps to assist visitors.					
1.3.2.20: MTRI/USFS coordinate state, regional and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Margaret Gorski	?	?	?
1.3.2.20.1: Identify capacity and maintenance challenges, and ensure that state/regional/local tourism marketing efforts are appropriately aligned.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.2.20.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.3: Support use of easements, county planning commissions, and agency planning efforts, to maintain and improve public access to public recreation lands.		Victor Bjornberg		→	M
1.3.3.2: MTRI/USFS support use of easements, county planning commissions, and agency planning efforts, to maintain and improve public access to public recreation lands.		Margaret Gorski	?	?	?
1.3.3.2.1: Expand communication on access issues and cooperation between agencies, user groups, and other interested parties.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.5.2: MTRI/USFS identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to		Margaret Gorski	?	?	?

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link outdoor programs with statewide science, math, and language curriculum standards/initiatives.					
1.3.5.2.1: Sponsor programs that encourage kids to spend more time outdoors, involving the Governor's office, state/federal agencies, tribes, nonprofit groups, and businesses.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.5.2.2: Use initiatives to improve public health, encourage education about the outdoors, enhance tourism efforts, and increase public appreciation for the importance and protection of the outdoors for future generations.	<i>Tactic</i>	Margaret Gorski	?	?	
1.3.5.2.3: Develop partnerships and seek private and foundation funding to implement statewide initiatives.	<i>Tactic</i>	Margaret Gorski	?	?	
1.4.2.3.6: MTRI/USFS improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	○	Margaret Gorski	?	?	?
1.4.2.3.6.1: . Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	<i>Tactic</i>	Margaret Gorski	?	?	
1.4.2.3.6.2: Participate in the development of a state heritage tourism marketing strategy.	<i>Tactic</i>	Margaret Gorski	?	?	
1.4.3.2: MTRI/USFS continue to inventory cultural sites on public lands and determine appropriate interpretation and	○	Margaret Gorski	?	?	?

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access for the public.					
1.4.3.2.1: Develop successful partnerships to interpret cultural resources to help to preserve Montana's rich tribal history, and increase appreciation for them among residents and visitors.	<i>Tactic</i>	Margaret Gorski	?	?	
1.4.3.2.2: Implement interpretive/access improvements as approved by Montana tribes.	<i>Tactic</i>	Margaret Gorski	?	?	
1.5.1.4.2: MTRI/USFS identify new opportunities to provide guided educational/interpretive and adventure tours on public and private lands and work to develop them.	○	Margaret Gorski	?	?	?
1.5.1.4.2.1: Identify potential barriers, solutions, processes, and resources for agencies to develop RFPs in collaboration with private/nonprofit partners and initiate RFP development as appropriate.	<i>Tactic</i>	Margaret Gorski	?	?	
1.6.2.2.3: MTRI/USFS seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources.	○	Margaret Gorski	?	?	?
1.6.2.2.3.1: Partner with volunteer opportunity listing websites to list Montana volunteer opportunities, provide links to the sites from state, regional and local tourism web sites, and list the sites in visitor guides.	<i>Tactic</i>	Margaret Gorski	?	?	

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1.10.2.20: MTRI/USFS create public/private/tribal partnerships for cooperative project implementation.		Margaret Gorski	?	?	?
1.10.2.20.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	<i>Tactic</i>	Margaret Gorski	?	?	